PHILIP MORRIS U.S.A.
INTER - OFFICE CORRESPONDENCE
100 Park Avenue, New York, N.Y. 10017

To: · Mr. Tom Goodale

Date: ~~November 20~~, 1981
Revised & CAPS.

From: · Jeanne Bonhomme

Subject: · Request For Production Of Consumer Test Cigarettes

The Market Research Department would like to conduct an identified product test in order to assess smoker acceptability of production Merit Ultra Lights 85's when packaged in the current blue pack versus a pack using traditional Merit non-menthol yellow colors.

To accomplish this, we will need the following cigarettes:

Cigarettes: Production Merit Ultra Lights 85's (non-menthol).

	7504 Merit Ultra Lights Blue	7505 Merit Ultra Lights Yellow
Blend, Tip and Paper:	--- All Production ---	

Packages: ~~3,500~~ 5000 packs of production blue packs
~~3,500~~ 5000 packs of identified yellow packs

Cartons: Plain White

Packing Instructions: ~~350~~ 500 cartons - 5 packs blue on top
- 5 packs yellow on bottom
~~350~~ 500 cartons - 5 packs yellow on top
- 5 packs blue on bottom
~~700~~ 1000 cartons in total

Shipping Instructions: ~~688~~ 988 cartons to Home Testing Institute (Warehouse)
86 Denton Avenue
Garden City Park, N.Y. 11040
1+1 2 cartons to J. Bonhomme - N.Y.O.
4 cartons to J. Warren - Richmond
2 6 cartons to F. Loccisano - Home Testing Institute (Office)
~~700~~ 1000 cartons in total

Timing: Fran Goehl is handling the ordering of the yellow packs. She expects to have them available by December 12th. I'd like to have this product shipped out to arrive at HTI by December 23rd.

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Project Designation: 7504/7505

Account No. 043-120-910-27

CC: C. Levy
G. Raed
J. Zoler

Partial Copies to F. Loccisano, H. Wolf } HTI

Jeanne

Source: https://www.industrydocuments.ucsf.edu/docs/zkpj0004